

Why Start A Liberty Outreach Group?

Liberty outreach groups are fun and emotionally-rewarding. Libertarians like to associate with other libertarians – as friends, lovers, business associates, and activity-partners. Starting a group and holding regular meetings makes it easier to find each other.

Another reason is to advance the cause of liberty.

Today, liberty is under siege throughout the world. Taxes and regulations consume over 70% of your income, drastically reducing your standard of living. Possession of sexually-explicit pictures or unapproved drugs---even ones taken to save your life---can put you in prison for decades.

Small businesses are being taxed and regulated to death. Attempting to keep your finances private is now the “crime” of money-laundering. Police violence is growing like an unchecked cancer.

There’s an urgent need to build effective outreach liberty organizations. And we *can* win. Groups like Mothers Against Drunk Driving (MADD) – begun by two women operating out of a spare bedroom, became a national movement.

MADD demonstrates that with determination and courage, a few people can change the course of a nation.

Holding Great Meetings

Regular meetings are essential for any successful group. Ideally, your meetings should be held at the same place and time every month. Also make sure to:

1. Book your routine meeting rooms at least 6-8 weeks in advance. And major events will usually require at least three to four months advance booking. Many newspapers and radio stations also offer free advertising for community activities, but you need to give them 3-5 weeks advance notice.

One of the most common – and serious – mistakes many groups make is not scheduling activities far enough in advance to allow sufficient time for effective advertising.

2. Schedule a time that is most convenient for your audience. For community groups, Friday or Saturday night, or Sunday afternoons is usually best. At most colleges, the best time is usually mid-week and mid- or late-afternoon.

3. Make your meetings interesting, fun and exciting. Schedule interesting and controversial speakers and debates. Have tasty snacks. Recruit attractive and friendly hosts to greet people. Get everyone involved in discussions and projects.

Meet at fun places, such as modestly-priced restaurants. If you meet in a home, serve chocolate fondue, wine, home-made pizza, or other tasty foods.

Hold a barbecue or swim party.

You can locate excellent free speakers through local colleges, ACLU chapters and liberty groups.

4. Advertise, advertise, advertise. No one will come to your meeting if they don't know about it far enough in advance. I recommend a regular on-line bulletin listing your meetings at least two meetings in advance.

Advertise your meetings to non-members. There are many inexpensive ways to advertise, including Meetup Groups, Facebook, Twitter, FREE listings in the club news section of ALL local papers and other groups’ newsletters, widely-distributing flyers run-off on a home computer, and mentions on local radio and TV bulletin boards.

Pro-liberty talk radio commentators in your area will probably mention your meetings on their program – especially if you or a group member is being interviewed, giving you a listening audience of thousands or even millions for free.

In each case, get your announcements out early

Here’s a check-list for running successful meetings:

Start advertising at least 4-6 weeks in advance and continue up until the day of the event.

Make sure you have a strong presence on social media including Meetup groups, Twitter, Facebook, and your own e-mail list, web pages and webinars.

Schedule exciting and controversial speakers.

Meet at a regular location that’s easy to find, conveniently located, and has plenty of free parking.

Don't book too large a room. It looks bad to have ten people in a room designed for 100.

Arrive very early to make sure everything is properly set up; that the sound system works; that literature is displayed, etc.

Greet everyone, and make them feel welcome. I strongly recommend having an attractive, well-dressed, gregarious woman at the registration table or by the front door to greet everyone.

If the meeting is small, put chairs in a circle. Have each person introduce him or herself.

Get names, email and Facebook addresses, and telephone numbers of everyone who attends. If you have a college group, be sure to get both campus and home addresses of students.

Serve tasty refreshments or meet at a restaurant.

Have literature on hand. You should have a brochure describing your group, including objectives, activities, and publications. List your Meetup and Facebook address, web site, and group e-mail addresses.

Usually limit speeches to 15 to 30 minutes and allow plenty of time for questions.

Get feedback. Ask people what they liked and disliked about the meeting, suggestions for future activities, and if they would like to help out with the group.

Thank everyone for coming and invite them to come back.

Many Possible Activities

There are many outreach activities, including debates, courses, social activities, concerts, seminars, letter-writing and editorial replies, testimony at public hearings, lobbying legislators, and social-action projects. Here are some more possibilities:

Club Newsletter. Blogs, Facebook and Meetup are great ways to advertise your group. After your group is established, also consider a monthly newsletter on your web site. Report the highlights of previous meetings and announce future activities – and other news and meetings of interest to your members.

Emphasize the accomplishments and contributions of your members including their public speeches and appearances, articles they have written, professional accomplishments and awards.

Recruiting New Members. You attract new members by sponsoring interesting and important activities – such as exciting speeches and debates, social action projects, and enjoyable social activities.

Set up webinars, blogs, Meetups, and a good web site. Sponsor liberty speakers at local high schools, colleges, and before community groups.

To increase your attendance at campus meetings, see if friendly professors will give course credit to students who attend. Appear on talk radio and local TV whenever possible.

Testify at public hearings. Few citizens usually turn up to testify, so your presentations could have significant impact and get your group publicity. Be polite, factual, outspoken and document your position..

Sponsor a webinar on interesting or controversial current issues.

Letter-Writing and Editorial Replies. Most state legislators receive very little mail, so a concerted effort by a few dozen libertarians can make them believe there is a groundswell of citizen opposition to some new

government tax or regulation.

Writing regular letters to the editor and editorial replies on radio and TV can also sway public opinion. If you have the time and talent, consider writing a regular column for a local newspaper and arranging appearances on local radio and TV talk shows.

You can also regularly read letters to the editor, to identify sympathizers who should be contacted.

Today, blogs also present opportunities to reach large numbers of people, either by publishing your own, or commenting on other blogs of interest. Be polite, and factual. Provide links where possible.

Social-Action Projects. You can participate in social-action projects initiated by national groups, such as National Tax Protest Day, or a campaign for student rights.

You can also send representatives to local and national social-action projects, such as drug-peace rallies, protests of property-tax increases, parades, etc.

Fund-Raising

If you have a campus group, some funding should be available from the college. Community groups can charge dues, have charity auctions, and sell services and product on-line. Here are additional ways to raise funds:

Create a crowd-funding campaign for a person or cause you care about through YouTube, Indiegogo, GoFundMe, Kickstarter and other social media. These campaigns can both give you enormous exposure and raise lots of dollars. Let us know if you'd like our advice or help with a campaign.

Auction off your members. Well, not literally, but ask members to donate a few hours of their skills for the club – which you auction off to other club members.

A lawyer could offer a few hours of legal assistance. A teacher could donate tutoring. A plumber a few hours of repairs. A singer or piano player could perform at a party. This can raise substantial dollars.

Run inexpensive on-line ads on Google, Yahoo, and other on-line services. Here are examples of some possible ads:

- **Was the Presidential election stolen?** Important meeting for everyone who cares about democracy and freedom.
- **12 great ways to protect yourself from government and corporate surveillance.** Our exclusive new booklet shows you who is spying on you, how to keep your emails private and protect your credit cards.

Hold a garage sale with goods donated by members.

Sponsor a liberty film festival with films such as “Dallas Buyers Club,” “Still Mine,” Karl Hess’ “Conceived In Liberty,” “1984,” “Animal Farm,” “The Handmaid’s Tale,” and “They Live!.” www.missliberty.com lists hundreds of great liberty films.

Solicit local businesspeople and sympathizers for financial assistance, but make sure you can show tangible results for their money.

Your Kind Of Group

A local liberty group can be as simple as a few people getting together once a month for socializing and discussions, or it can be a dynamic community club with hundreds of members.

It could also be a concerted effort to organize liberty groups at several local colleges. Or it could even be an attempt to change the consciousness of an entire nation – like Greenpeace and MADD did!

The types of groups you create should be ones that fulfill your needs and objectives. No matter how modest or lofty those may be, we at LI are here to help.

JARRET WOLLSTEIN is a co-founder of the Society for Individual Liberty, one of the precursors to Liberty International. He has organized many libertarian groups, including campus groups at the University of Maryland and George Mason University.



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Join LI today and help the worldwide advance of individual liberty!
Contributions are **tax-deductible** in the USA.

Creating a Successful Liberty Group



- **Why start a liberty outreach group?**
- **How to have great meetings**
- **Raising money**
- **Your many possible activities**

by Jarret B. Wollstein

– LI EDUCATIONAL PAMPHLET SERIES –
